

OCT 28 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Thu V. Huynh

For: System and method for real-time bidding for  
Internet advertising space

**REPLY TO FINAL OFFICE ACTION**  
**MAILED OCTOBER 28, 2008**

VIA FACSIMILE: (571) 273-8300  
ATTN: Art Unit: 2178

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the final Office Action mailed October 28, 2008, in the above-identified application.

The Examiner rejected Claims 19-84 as being anticipated by Yager. The publication date of Yager is December 1997, whereas the present application claims priority to Application No. 09/787,979 ("the '979 Application"), filed on January 22, 1997. Therefore, Yager is not prior art to the present application.

The Examiner contends that the present application is not entitled to claim priority to the '979 Application under 35 U.S.C. § 120 and 35 U.S.C. § 112, for the present application does not share at least one common inventor with the '979 Application.

In response, it is respectfully noted that the inventorship of the present application is in error. The correct inventorship of the present application should consist of David W. Roth, one of the inventors named in the '979 Application.